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# CREATING AND USING PRINT MEDIA



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# CREATING PRINT ADS



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# Creative Pyramid



# Creating Print Advertising

- The nonverbal aspect of an ad or commercial carries at least half the burden of communication.
  - Creates the mood of the ad, determining the way it *feels* to the audience
- Objectives of Print Advertisements
  - Attract attention
  - Arouse interest
  - Create desire
  - Stimulate action

# Creating Print Advertising: Design

- *Design* refers to how the artistic elements of an ad are structured.
  - The design must be in *balance*.
  - The space within the ad should be broken up into pleasing *proportions*.
  - A directional pattern should be evident so the reader knows in what *sequence* to read.
  - Some force should hold the ad together and give it *unity*.
  - One element, or one part of the ad, should have enough *emphasis* to dominate all others.

# Creating Print Advertising: Layout

- *Layout* is the overall orderly arrangement of all the format elements of an ad: visual(s), headline, subheadlines, body copy, slogan, seal, logo, and signature
  - Helps the agency and client develop and evaluate, in advance, how the ad will look and feel
  - Helps the creative team develop the ad's psychological elements
  - Serves as a blueprint once the best design is chosen

# Creating Print Advertising: Visuals

- *Visuals* are all of the picture elements that are placed in an ad.
  - Carry much responsibility for an ad's success because most people spot the picture first, then read the headline and body copy. Therefore, visuals should:
    - Capture the reader's attention.
    - Clarify claims made by the copy.
    - Identify the subject of the ad.
    - Show the product actually being used.
    - Qualify readers by stopping those who are legitimate prospects.
    - Help convince the reader of the truth of copy claims.
    - Arouse the reader's interest in the headline.
    - Emphasize the product's unique features.
    - Create a favorable impression of the product or advertiser.
    - Provide continuity for campaign by using unified visual technique in ads.

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# Creating Print Advertising: Visuals

- Standard Subjects for Print Ad Visuals
  - Package containing the product
  - Product alone
  - Product in use
  - How to use the product
  - Product features
  - Comparison of products
  - User benefit
  - Humor -- if used well, can make an entertaining and lasting impression
  - Testimonial
  - Negative appeal -- sometimes visuals point out what happens if you don't use the product

# Creating Print Advertising: Headlines

- *Headline* contains the words in the leading position of the advertisement.
  - Usually appear in larger type than other parts of the ad
- Effective headlines attract attention, engage the audience quickly, explain the visual, lead the audience into the body of the ad, and present the selling message.
  - *Benefit headlines* promise the audience that experiencing the utility of the product or service will be rewarding.
  - *News/information headlines* announce news or promise information.
  - *Provocative headlines* provoke the reader's curiosity.
  - *Question headlines* ask a question, encouraging readers to search for the answer in the body of the ad.
  - *Command headlines* order the reader to do something; seem negative.

# Creating Print Advertising: Subheads

- *Subheadline* is an additional smaller headline that may appear above the headline or below it.
  - Sometimes called a *kicker* or *overline*.
  - May be underlined.
  - May appear in body copy.
  - Usually set smaller than the headline but larger than body copy or text.
  - Generally appear in boldface or italic type or a different color.
  - Longer and more like sentences than headlines.
  - Transmits key sales points fast, but usually carries less important information than the headline.
  - Important because most people only read the headline and subheads, and subheads usually support the interest step best.
  - Serve as a transition from the headline to the body copy.

# Creating Print Advertising: Body Copy

- *Body copy* (or *text*) tells the complete sales story.
  - Comprises the interest, credibility, desire, and action steps of the advertisement.
  - Logical continuation of the headline and subheads.
  - Set in smaller type.
  - Covers the features, benefits, and utility of the product or service.
  - Typically read by only 1 out of 10 readers.
- The keys to good body copy are simplicity, order, credibility, and clarity.
  - *Lead-in paragraph* is a bridge between the headline and the sales idea presented in the text.
  - *Interior paragraph* should develop credibility by providing proof for claims and promises, and they should build desire.
  - *Trial close* gives the reader the opportunity to place an order before the close of the ad.
  - *Close* is the action step that asks the customer to do something and tells them how to do it.

# Creating Print Advertising: Copy Styles

- *Straight-sell copy* is text that immediately explains or develops the headline and visual in a straightforward attempt to sell the product.
- *Institutional copy* is text in which the advertiser tries to sell an idea or the merits of the organization or service, rather than the sales features of a particular product.
- *Narrative copy* is text that tells a story by setting up a problem and then creating a solution using the particular sales features of the product or service as the key to the solution.
- *Dialog/monologue copy* is text in which the characters illustrated in the advertisement do the selling in their own words either through a quasi-testimonial technique or through a comic strip panel.
- *Picture-caption copy* is text in which the story is told through a series of illustrations and captions, rather than through the use of a copy block alone.
- *Device copy* is text that relies on wordplay, humor, poetry, rhymes, great exaggeration, gags, and other tricks or gimmicks.

## Creating Print Advertising: Slogans

- *Slogan* is a standard company statement for advertisements, salespeople, and company employees
  - Also called a *tagline* or *themeline*
  - Purpose is to provide continuity for a campaign and to reduce a key theme or idea to a brief, memorable positioning statement
  - Begin as successful headlines
    - Examples: GE's "We bring good things to life."; AT&T's "Reach out and touch someone."

## Creating Print Advertising: Seals & Logos

- *Seal* is awarded when a product meets standards established by a particular organization.
  - Provide an independent, valued endorsement for products
  - Examples: Good Housekeeping Seal of Approval
- *Logos* are special designs of the advertiser's company or product name.
  - Also called signature cuts (sig cuts)
  - Appear in all company ads
  - Give the product individuality
  - Provide quick recognition at the point of purchase
  - Example: Nike Swoosh

# MAGAZINES



# Using Print Media: Magazines

- Allow advertisers to reach a particular target audience with a high-quality presentation

# Pros and Cons of Magazine Ads

- The Pros

- Flexibility.
- Color.
- Authority and believability.
- Permanence.
- Prestige.
- Audience selectivity.
- Cost efficiency.
- Selling power.
- Reader loyalty.
- Extensive pass-along readership.
- Merchandising assistance.

- The Cons

- Lack of immediacy.
- Shallow geographic coverage.
- Inability to deliver mass audiences at a low price.
- Inability to deliver high frequency.
- Long lead time.
- Heavy advertising competition.
- High cost per thousand.
- Declining circulations.

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# Possibilities with Magazines

- Bleed
  - Colors, type, or visuals that run all the way to edge of page
- Cover Position
  - Advertising space on the front inside, back inside, and back cover pages of a publication
  - Usually sold at a premium price
- Junior Unit
  - Large magazine advertisement (60% of page) placed in the middle of a page and surrounded by editorial matter
- Island Halves
  - Half-page of magazine space that is surrounded on two or more sides by editorial matter
  - Designed to dominate a page and is, therefore, sold at a premium price

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# Possibilities with Magazines

- Insert
  - Ad or brochure, which the advertiser prints and ships to the publisher for insertion into a magazine
- Gatefold
  - Magazine cover or page extended or folded over to fit into the magazine
  - May be a fraction of a page or two or more pages
  - Always sold at a premium price
- Custom Magazines
  - Magazine-length ads that look like regular magazines but are created by advertisers
  - Sold at newsstands and produced by same companies that publish traditional magazines

# Magazine Categories: Content

- Consumer Magazines
  - Purchased for entertainment, information, or both
  - Edited for consumers who buy products for personal consumption
  - Examples: *Time*, *Sports Illustrated*, *Glamour*, *Good Housekeeping*
- Farm Publications
  - Directed to farmers and their families or to companies that manufacture or sell agricultural equipment, supplies, and services
  - Examples: *Farm Journal*, *Progressive Farmer*, *Successful Farming*
- Business Magazines
  - Largest category of magazines
  - Target business readers
    - Trade publications for retailers, wholesalers, and other distributors (EX: *Bakery News*)
    - Business and industrial magazines for businesspeople involved in manufacturing and services (EX: *Electronic Design*, *American Banker*)
    - Professional journals for lawyers, physicians, architects, and other professionals (EX: *Archives of Ophthalmology*)

# Magazine Categories: Geography

- Local City Magazine
  - Magazines produced by most major cities
  - Readership is usually upscale, professional people interested in local arts, fashion, and business
  - Examples: *San Diego Magazine*, *New York*, *Palm Springs Life*
- Regional Publications
  - Magazines targeted to a specific area of the country
  - National magazines sometimes provide special market runs for specific geographic locations
    - Allows advertisers to buy a single major market
  - Examples: *Sunset*, *Southern Living*
- National Magazines
  - Magazines that are distributed throughout a country
  - Examples: *TV Guide*, *Nature*, *AARP The Magazine*

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# Magazine Categories: Size

Size classification	Magazine Example(s)	Approximate size of full-page ad
Large	<i>Life</i>	4 col. x 170 lines (9 3/8 x 12 1/8 inches)
Flat	<i>Time, Newsweek</i>	3 col. x 140 lines (7 x 10 inches)
Standard	<i>National Geographic</i>	2 col. x 119 lines (6 x 8 1/2 inches)
Small or pocket	<i>Reader's Digest, TV Guide</i>	2 col. x 91 lines (4 1/2 x 6 1/2 inches)

# Magazine Circulation

- Magazine advertising rates based on circulation
- *Rate base* is the circulation figure on which the publisher bases its rates
- *Circulation audit* is a thorough analysis of the circulation procedures, outlets of distribution, readers, and other factors completed by companies, such as the Audit Bureau of Circulation
  - Paid for by magazine publishers to verify circulation figures
  - Directories, such as those published by Standard Rate & Data Service (SRDS), feature the logo of the auditing company in each listing for an audited magazine
- Guaranteed versus Delivered Circulation
  - *Guaranteed circulation* is the number of copies the publisher expects to circulate
    - Assures advertisers they will reach a certain number of people
    - Often stated safely below the average actual circulation
  - *Delivered circulation* is the number of magazines sold through subscriptions and newsstand sales

# Magazine Circulation: Consumer

- Readership = Total Circulation
  - *Primary circulation* represents the number of people who buy the publication, either by subscription or at the newsstand
  - *Secondary (or pass-along) readership* is and estimated, determined by market research, of how many people read a single issue of a publication
    - Magazine is read but not purchased
    - Very important to magazines because some magazines have more than 6 readers per copy
- Subscription and Vendor Sales
  - Ratio of subscriptions to newsstand sales important to media buyers
    - Subscriptions account for majority of magazine sales
    - Newsstand sales indicate that the purchaser really wants the magazine and is not merely subscribing to it out of habit
      - Account for approximately 34 percent of total revenues

# Magazine Circulation: Business

- Readership
  - *Vertical publication* covers a specific industry in all its aspects
    - Example: *Restaurants & Institutions* for restaurant and food-service operators
  - *Horizontal publications* deal with a particular job function across a variety of industries
    - Very effective advertising vehicles because offer excellent reach and are well- read
    - Example: *Purchasing* for people working in purchasing management
- Paid and Controlled Circulation
  - *Paid circulation* indicates the recipient must pay the subscription price to receive the magazine and is, therefore, more likely to read a publication
    - Example: *Business Week*
  - *Controlled circulation* occurs when the publisher mails the magazine free to individuals, who the publisher thinks can influence the purchase of advertised products
    - Subscription list includes dues-paying members of organizations and those who indicated in writing a desire to receive the magazine based on their profession
    - Example: *Corporate Video Decisions*

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# Magazine Circulation: Added Value

- Added-value services provided to regular advertisers
  - Special free promotions to stores
  - Marketing services to help readers find local outlets
  - Response cards that allow readers to request brochures and catalogs
  - Help handling sales force, broker, wholesaler, and retailer meetings
  - Advance editions for the trade
  - Research into brand preferences, consumer attitudes, and market conditions
- Can increase effectiveness of advertisements if editorial, circulation, and readership are strong
- Other value-added options may include using a magazines':
  - Custom publishing, editorial, and production knowledge
  - Customer databases
  - Tools in the development of videos, books, and guides that create added value for the brand

# Reading Rate Cards

- Magazine rate cards follow a standard format
  - Helps advertisers determine costs, discounts, mechanical requirements, closing dates, special editions, and additional costs for features like color, inserts, bleed pages, split runs, or preferred positions
- Dates that affect magazine purchases
  - *Cover date* is the date printed on the cover
  - *On-sale date* is the date the magazine is actually issued
  - *Closing date* is the date all ad material must be in the publisher's hands for a specific issue
- Rates
  - Cost per thousand (CPM) is the cost to reach 1000 people based on the magazine's rates for a one-time, full-page ad

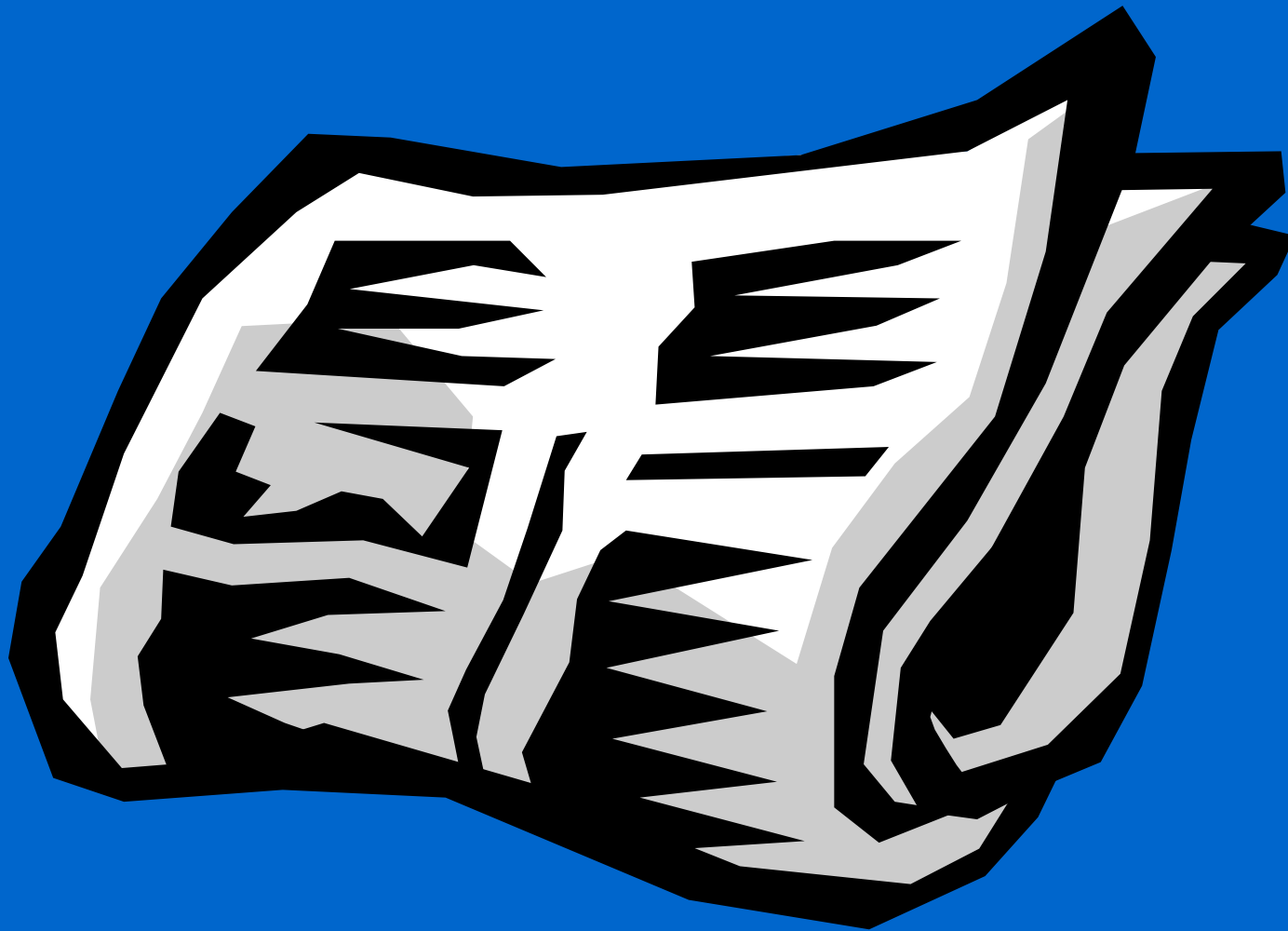
$$\text{CPM} = \frac{\text{Page Rate}}{(\text{Circulation} / 1000)}$$

# Reading Rate Cards

- Discounts are negotiated by more than half of all magazines
  - *Frequency discounts* are based on the number of ad insertions, usually within a year
  - *Volume discounts* are based on the total amount of space bought during a specific period
  - *Cash discounts* (usually 2 percent) are offered to advertisers who pay right away
  - Discounts for consecutive pages (usually 4+) in a single magazine issue
- Premium Rates
  - Magazines charge extra for special features
  - Color normally costs 25 to 60 percent more than black and white
  - Bleed pages can add as much as 15-20 percent to regular rates
  - Second and third cover rates (the inside covers) typically cost less than the fourth (back) cover
  - Different rates charged for *geographic editions* (target geographic markets) and *demographic editions* (reach readers, who share a trait, such as age, income, etc.)

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# NEWSPAPERS



# Using Print Media: Newspapers

- Newspapers are now second largest medium (after television) in terms of advertising volume
- Major community-serving medium for both news and advertising
- Approximately 88% of revenue comes from local advertising

# • • • **Newspaper Advertising**

- Unique, flexible medium for advertisers to express creativity
- Timely -- an ad can appear very quickly
- Offer geographic targeting in a broad range of markets at a reasonable cost
- Suffer from lack of selectivity, poor production quality, lack of depth and follow-up on important issues, and clutter

# Pros and Cons of Newspaper Ads

- The Pros

- Mass medium.
- Local medium.
- Comprehensive in scope.
- Geographic selectivity.
- Timeliness.
- Credibility.
- Selective attention.
- Creative flexibility.
- An active medium.
- A permanent record.
- Reasonable cost.

- The Cons

- Lack of selectivity.
- Short life span.
- Low production quality.
- Clutter.
- Lack of control.
- Overlapping circulation.

## Newspaper Categories: Frequency

- *Daily newspapers* are published as either a morning or evening edition at least five times a week
- *Weekly newspapers* are published once a week
  - Serve small urban or suburban residential areas and farm communities
  - Fastest-growing class of newspapers
  - CPM is usually higher than that of daily newspapers because weekly has longer life and often more readers per copy

# Newspaper Categories: Size

- *Standard-size newspapers* are about 22 inches deep and 13 inches wide and are divided into six columns
  - 56 standard ad sizes sold in column inches
- *Tabloid newspapers* are about 14 inches deep and 11 inches wide
  - 32 standard ad sizes sold in column inches
  - Examples: *National Enquirer*, *New York Daily News*

column inch = 2 1/16 inches wide by 1 inch deep

# • • • Newspaper Categories: Audience

- *Special-interest audiences* may include
  - Ethnic groups
  - Foreign-language groups
  - Business and financial audiences
  - Fraternal, labor union, or professional organizations
  - Religious groups
  - Hobbyists

# Newspaper Categories: Other

- *Sunday newspapers* generally combine standard news coverage with special functions including increased volume of classified ads, greater advertising and news volume, expanded editorial and opinion sections, in-depth coverage, etc.
- *Sunday supplement magazines* that are published by the local newspaper or subscribed to
  - More conducive to color printing due to heavier paper stock, making them attractive to national advertisers
  - Example: *Los Angeles Magazine, Parade*
- *Independent shopping guides* (or free community newspaper) offers advertisers local saturation
  - Readership is often high and publishers use hand delivery or direct mail to achieve maximum saturation
  - Example: *Thrifty Nickel, Pennysaver*

# Types of Newspaper Advertising

- *Display advertising* includes copy, illustrations or photos, headlines, coupons, and other visual components
  - Vary in size and appear in all sections, except the first page of major sections, the editorial page, the obituary page, and the classified advertising section
  - *Reading notice* looks like editorial matter, but is actually a display ad
    - The word “advertisement” appears at top
  - *Cooperative programs* include ads sponsored by and usually fully or partially paid for by the manufacturer, along with the local retailer’s name and address
- *Classified ads* provide a community marketplace for goods, services, and opportunities for every type, including real estate, employee, car sales, etc.
  - Newspaper’s profitability often depends on a large and healthy classified section
  - Rates based on how many lines the ad occupies and how many times the ad runs
  - *Classified display ads* run in the classified section but feature larger type and/or photos, art borders, abundant white space, and sometimes color

# Types of Newspaper Advertising

- *Public notices* are legal announcements about changes in business, personal relationships, public governmental reports, notices by private citizens and organizations, and financial reports, inserted in the paper for a nominal fee
- *Pre-printed inserts* are ads or brochures, which the advertiser prints and delivers to the newspaper plant for insertion into a specific newspaper edition
  - Sizes range from typical newspaper page to a double postcard
  - Formats include catalogs, brochures, mail-back devices, and perforated coupons
  - May be limited to specific circulation zones

# Newspaper Rates: Local vs. National

- *Local rate* is a newspaper advertising rate charged to local advertisers
- *National rate* is a newspaper advertising rate that averages 75% higher than local rates, attributed to the added costs of serving national advertisers
  - Usually higher because ad agencies receive a commission for placing the ad and additional costs, such as long-distance telephone calls, are a factor
  - Less than 5% of national ad money due to high costs

# Newspaper Rates: Flat vs. Discount

- *Flat rate* are charged by national papers and allow no discounts
- *Discount Rates*
  - *Open rate* is the highest rate charged for a one-time ad insertion in a newspaper
  - *Contract rate* is a special rate for newspaper advertising, usually offered to local advertisers, who sign an annual contract for frequent or bulk-space purchases
  - *Bulk discounts* offer advertisers decreasing rates as they use more inches
  - *Frequency discounts* are earned by advertisers by running a given ad repeatedly in a specific time period
  - *Earned rates* are discounts applied retroactively as the volume of advertising increases through the year
  - *Newsplan* is a program that gives national and regional advertisers discounts for purchasing six or more pages per year

## Newspaper Rates: Short & Combination

- *Short rates* are charged when an advertiser contracts to buy a specific amount of space during a one-year period at a discount and then fails to fulfill the promise
  - Difference between the contracted rate and the earned rate for the actual inches run
  - Advertisers who buy more than inches contracted may receive a rebate
- *Combination rates* are special rates offered for placing a given ad in (1) morning and evening editions of the same newspaper;  
(2) two or more newspapers owned by the same publisher;  
or  
(3) two or more newspapers affiliated in a syndicate or newspaper group

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## Newspaper Rates: Positioning

- *Run-of-paper (ROP) rates* entitle a newspaper to place a given ad on any page or in any position it desires
  - Most newspapers try to place an ad in the position the advertiser requests
- *Preferred-position rate* is a higher rate paid to ensure an advertiser a choice position for his advertisement
- *Full position rate* is a higher rate paid for the preferred position on a given page
  - Placing the ad near the top of a page may cost the advertiser 25-50% more than ROP rates
  - Placing the at the top of a column next to reading matter generally costs 10-20% more than ROP rates

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## Newspaper Rates: Color Ads & Split Runs

- *Color advertising* is available in many newspapers on an ROP basis
  - Cost of color usually based on the black-and-white rate plus an extra charge for each additional color
  - Due to poor quality of newspaper paper stock, many advertisers preprint ads using HiFi color and Spectracolor processes
- *Split runs* occur when newspapers (or magazines) print alternate copies of the same newspapers with different advertisements for the same product to measure consumer responses to different ads
  - Advertiser runs two ads of identical size, but different content, for the same product on the same day in the same or different press runs
  - Allows the advertiser to compare and contrast the effectiveness of each advertisement

# Insertion Orders and Tearsheets

- *Insertion orders* are submitted to newspapers with an advertisement and contain the starting date(s) on which the ad is to run, its size, the desired position, the rate, and the type of artwork accompanying the order.
  - Serves as a contract between the advertiser and the publication
  - Some publications refuse to accept insertion orders without payment
- *Proof copy* is a copy of the completed advertisement that is used to check for final errors and correctness.
  - Most national advertising arrives *camera ready*.
- *Tearsheets* are printed ads cut out and sent by the publisher to the advertiser as a proof of the ad's print quality and that it was published.